

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
21 May 2004 (21.05.2004)

PCT

(10) International Publication Number
WO 2004/042680 A1

(51) International Patent Classification⁷: G09F 13/20,
13/02, 13/04

(21) International Application Number:
PCT/CA2003/001623

(22) International Filing Date: 24 October 2003 (24.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2,411,422 8 November 2002 (08.11.2002) CA

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(81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,

CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,
MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC,
SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA,
UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

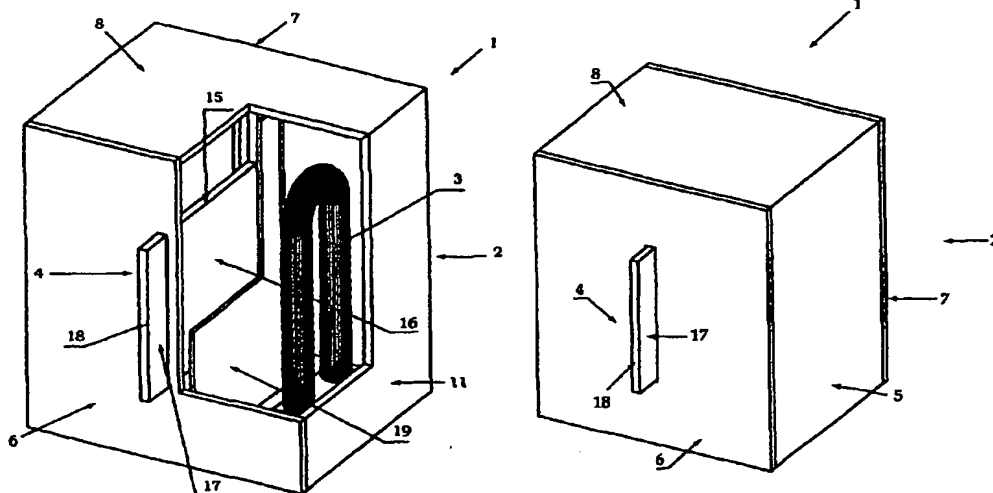
(84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments

For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: ILLUMINATED INDICIA



(57) Abstract: The present invention relates to an illuminated indicia (4) formed from a material capable of absorbing light and transmitting light to an exposed edge. The material is preferably a fluorescent plastic material such as fluorescent acrylic sheets or molded members. The indicia (4) has a light absorbing section and a display section. The light absorbing section is exposed to a light source and the absorbed light is transmitted to the exposed edge (18) of the display section. The thickness of the exposed edge (18) of the display section is less than the length of the light absorbing section. Under typical indoor and outdoor lighting conditions, a constant passive illumination is created by the exposed edge of the display section. In a preferred embodiment the indicia is formed from material containing a light stimulating agent or additive. When the intensity of the light is sufficient, a halo effect may be achieved at the exposed edge.

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